

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	1/8						1	2
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february							WEEK OF						
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march							september						
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april							october						
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may							november						
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june							december						
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january							1956						
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february							march						
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26	27	28	29				29	30					

8 EAST 77th STREET  
NEW YORK 21, N. Y.



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 8, 1955</u>			
Monday August 8 9:45 A.M.	PREVIEW: COLLEGE AND CAREER FASHIONS Best will invite the press to a breakfast preview of their College and Career Fashions for Fall. By invitation. Publ: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Monday August 8 2:30 P.M.	PREVIEW: BACK-TO- SCHOOL FASHIONS Press preview of back-to-school fashions for children through teens. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	6TH FLOOR
Tuesday August 9 9:30 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will preview college and career fashions at a breakfast for the press. By invitation. Publ: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 9 11:00 A.M.	PRESS PREVIEW OF FALL SHOE FASHIONS Saks Fifth Avenue will preview their Fall shoe fashions for the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday August 9 12:00 Noon Luncheon	PRESS PREVIEW OF TYCORA YARNS Introducing a new synthetic fiber -- Tycora Yarns -- at a luncheon for fashion press. By invitation. Publicity: Daniel J. Edelman & Assoc., 104 E. 40th St., MU. 5-8359.	TEXTURED YARN CO. (5400 POPLAR, PHILA.)	HAMPSHIRE HOUSE THE COTTAGE
Tuesday August 9 4:30 P.M. Cocktails	MILLINERY IMPORTS AND ADAPTATIONS Presentation of Paris millinery imports and adaptations by G. Howard Hodge. By invitation only. Contact: LO. 4-0430.	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM
Tuesday August 9- August 10	SEMI-ANNUAL LEATHER SHOW Forty-seventh semi-annual showing of American leathers. Exhibit hours: <u>August 9--9:00 A.M. to 7:00 P.M.</u> ; <u>August 10--9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday August 10 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Jay Thorpe will invite the press to preview Mme. Oro's Fall and Winter bridal fashions and mother-of-the-bride dresses. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 10 11:30 A.M.	FLAME PROOF DRESSES BY CEIL CHAPMAN "The Lady's Not For Burning - When She Wears Worlderized" -- showing of all nylon flame proof, water repellant, crease resistant dresses, designed by Ceil Chapman. By invitation only. Publ.: Betty Impellitteri Assoc., PL. 3-1170.	THE WORLD DYEING AND FINISHING CO.	HOTEL PLAZA STATE SUITE
Wednesday August 10 12:30 P.M.; 1:30 P.M.	PREVIEWS OF COLLEGE FASHIONS Altman's will preview their college fashions at 12:30 P.M. and 1:30 P.M. Publicity: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday August 10 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1956, featuring apparel, fabric and color trends. For shoe, leather, and allied fashion industries. Contact: L.E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASSN. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday August 11 9:30 A.M.	PREVIEW OF COLLEGE FASHIONS Ohrbach's will present college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday August 11 4:30 P.M.- 6:30 P.M.	PREVIEW OF NEW ELGIN WATCHES Elgin will preview their new men's and women's watches for 1956. By invitation. Contact: Harry Remington, Rowe-Doherty Assoc., 51 E. 42nd St., MU. 2-0895.	ELGIN NATIONAL WATCH CO. (ELGIN, ILLINOIS)	WALDORF-ASTORIA SUITE 1609
Thursday August 11 6:00 P.M.	COLLEGE AND CAREER FASHIONS Russeks will present their college and career fashions for Fall. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Friday August 12 9:30 A.M.	PRESS PREVIEW: TOTS THROUGH TEENS FASHIONS "Bird Talk"--exhibit of birds from around the world will be a special feature of events at opening of remodeled second floor of fashion for tots through teens. By invitation. Contact: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	2ND FLOOR
Beginning Sunday August 14- August 18	FIFTIETH ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches, silverware will be displayed during the Golden Anniversary of the ANRJA. "Fashions In Jewelry, Yesterday And Today" on Thurs., August 18 at 8:45 P.M. in the Grand Ballroom presented by Martha Percilla, fashion director of Jewelry Industry Council. Fashions from Jay Thorpe. By invitation. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N	WALDORF-ASTORIA
Monday August 15 10:00 A.M.	"CAMERA PRINTS"--DISPLAY AT NEW SHOWROOM Wamsutta will hold an open house in its new showrooms for press and trade, featuring a fashion presentation of its new "Camera Prints" cottons for Cruise and Summer, 1956. By invitation only. Publicity: Charlotte Thompson, 16 East 40th St., LE. 2-6140.	WAMSUTTA	1430 BROADWAY 8TH FLOOR-SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 15	OPENING OF COLLEGE AND CAREER SHOP Contact: Josephine Wren, Market 2-1212, Ext. 692.	BAMBERGER'S	3RD FLOOR
Monday August 15	OPENING OF COLLEGE SHOP Publicity: John Pearl, TR. 5-5700.	NAMM-LCESER'S (BROOKLYN)	2ND FLOOR
Beginning Monday August 15	OPENING OF HOLIDAY COLLECTION Heatherlane will present Melba Hobson's collection of "Holiday Eves". Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
Tuesday August 16 12:30 P.M.	BACK-TO-OFFICE & SCHOOL FASHIONS Back-to-office and back-to-school fashions at Saks 34th. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Tuesday August 16 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an <u>exhibit from 2:00 P.M. Cocktails 5:00 P.M. to 7:00 P.M.</u> By invitation. Contact: Jody Auerswald, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Wednesday August 17 11:00 A.M.	PRESS SHOWING OF "MISS BERGDORF" SHOP Press preview and opening of the new "Miss Bergdorf" Shop, with informal showing of fashions. By invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN (746 FIFTH AVENUE)	5TH FLOOR
Wednesday August 17 2:30 P.M.; 6:00 P.M.	BACK-TO-COLLEGE FASHION SHOW Showing of co-ed fashions, modeled by members of College Board. Press invited. Open to public. Publ.: Rita Nagle, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	3RD FLOOR
Wednesday August 17 5:15 P.M.	"REFLECTORIZED" OUTERWEAR PREVIEW Introduction of woven and knitted fashions made with "Flecton" yarn which reflects light, designed to protect pedestrians, shown in jackets, rain- wear, sport shirts, caps and mittens. Fabrics developed by William Skinner & Sons; knitted fashions by Munsingwear. Transportation for press to Forest Hills Inn, with dinner and fashion show. At 8:45 P.M., after- dark demonstration at Aqueduct Race Track. By invitation only. Publicity: Ed Blanchard, The Philip Lesly Co., 424 Madison Ave., PL. 8-1525.	MINNESOTA MINING & MANUFACTURING CO.	WALDORF-ASTORIA LEX. AVE. ENTRANCE
Thursday August 18 9:30 A.M.	BREAKFAST PREVIEW OF FALL COATS & SUITS By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 21- August 25	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND STATLER, AND 500 EIGHTH AVENUE. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
Tuesday August 23 9:30 A.M.; 3:30 P.M.	SHOWING OF HOLIDAY LINGERIE COLLECTION Breakfast and show for press at 9:30 A.M.; coffee and show for buyers at 3:30 P.M. By invitation. Contact: Rona Monell, MU. 2-5580.	MUNSINGWEAR, INC.	251 MADISON AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 23 10:30 A.M. Breakfast	COLLEGE, COUNTRY AND CAREER FASHIONS Press preview of Gimbel's back-to-college, country and career fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Friday August 26 2:30 P.M.	BACK-TO-SCHOOL FASHION SHOW Showing of back-to-school fashions. Press invited. Publicity: Rita Nagle, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Tuesday August 30 9:30 A.M.	OPENING OF NEW SHOE SALON Macy's will invite the press to preview their new 4th Floor shoe salon. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 31 4:00 P.M.	RE-DESIGNED BASEMENT HOUSEWARES DEPARTMENT Macy's will preview new items from Gourmet Shop, accessories for home from gift shop and highlights from "Gadget Bar". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

Beginning Wednesday August 31	CRUISE OPENINGS IN LOS ANGELES <u>Aug. 31</u> : Marjorie Michael. <u>Sept. 6</u> : Rose Marie Reid, De Weese Designs, Alex Colman, Spectator Ltd. <u>Sept. 7</u> : Gantner, Barney Max (Rosenblum), Georgia Kay, Caltex of California. <u>Sept. 8</u> : Cole of California, Maurice Handler, Marjorie Montgomery, Tabak of California. <u>Sept. 9</u> : Catalina, Georgia Bullock, Junior Miss of California, Pat Premo. <u>Sept. 12</u> : Jantzen, Billy Dee, Irene Saltern. <u>Sept. 13</u> : Saba, M. R. Fleischman. <u>Sept. 20</u> : White Stag.	CALIFORNIA MANUFACTURERS	LOS ANGELES, CALIFORNIA
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Sept. 5      LABOR DAY (Monday)--Legal Holiday.

PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS  
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 6	<u>SAKS FIFTH AVE.</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON, CI.	7-1100
Tuesday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC.	TE. 8-8171



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 6 4:00 P.M. Cocktails	PRESS PREVIEW OF "CABINCRAFT" RUGS Macy's will preview accent rugs by "Cabincraft". Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM By invitation only.
Wednesday Sept. 7 9:00 A.M.- 12:00 Noon	DISPLAY OF HOME FURNISHINGS FABRICS Display by Stroheim & Romann of their fabrics for home furnishings. By invitation. Publ: Jamian Advertising, 30 Vesey St., WO. 2-6020.	STROHEIM & ROMANN	35 EAST 53RD STREET
Wednesday Sept. 7 10:00 A.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with furs by Stein & Blaine. By invitation only. Contact: Kay Merrill, PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Wednesday Sept. 7 3:30 P.M.	PRESS PREVIEW: ACCESSORY BAZAAR Seventh annual Accessory Bazaar, and a showing of accessory imports. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 7	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 4).		
Beginning Wednesday Sept. 7	OPENING OF HOLIDAY COLLECTION "The Touch of Gold"--showing of Nelly de Grab's Holiday collection. Contact: BR. 9-2581. Publ: Sidney Dee Bloeme, 35 W. 53 St., JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday Sept. 8 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collec- tion. Customer showing 2:30. By invitation. Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Sept. 8	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Sept. 9	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 4).		
Sunday Sept. 11- Sept. 15	FIRST "BOUTIQUE" TRADE SHOW Contact: Allen Bryson, 551 Fifth Ave., OX. 7-2825.	NATIONAL BOUTIQUE SHOWS, INC.	PARK SHERATON HOTEL
Monday Sept. 12 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Beginning Monday Sept. 12	RESORT OPENINGS IN CALIFORNIA Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Wednesday Sept. 14 11:00 A.M.	FALL CUSTOM HATS BY MARTIN BELASCO Jay Thorpe will present Martin Belasco's Fall custom millinery. By in- vitation only. Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR



Sept. 14 ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).

Wednesday Sept. 14 4:30 P.M. Cocktails PRESS PREVIEW OF IMPORTS & COPIES "Couture Grand Tour"--showing of Macy's imports and copies. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431. MACY'S NEW YORK 13TH FLOOR EXEC. DINING ROOM

Thursday Sept. 15 9:00 A.M. And 12:00 Noon IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of imports at breakfast and luncheon showings. Co-chairmen, Ready-to-Wear: Alice Burrows and Adelia Ellis. (Prices and speaker will be announced later.) Contact: The Fashion Group, CI. 7-3940. THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) WALDORF-ASTORIA GRAND BALLROOM

Thursday Sept. 15 1:00 P.M. Luncheon FALL FASHIONS BY SEYMOUR FOX Luncheon presentation of Fall fashions by Seymour Fox, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790. BONWIT TELLER HOTEL PLAZA PERSIAN ROOM

Thursday Sept. 15 2:30 P.M. PREVIEW OF WINTER COLLECTION Mme. Garnett's Winter collection of holiday clothes, cocktail dresses and ball gowns. By invitation only. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 4-4248. ELEANORA GARNETT 47 EAST 51ST STREET SALON

Sept. 17 ROSH HASHONAH -- First Day of Jewish New Year (Saturday).

Monday Sept. 19 1:00 P.M. Luncheon LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. GIMBELS HOTEL PLAZA TERRACE & PERSIAN

Sept. 19- Sept. 25 NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.

Tuesday Sept. 20 4:30 P.M.- 6:30 P.M. Cocktails PREVIEW OF 1956 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1956 collection of swimsuits and playclothes. Showing at 5:15 P.M. By invitation only. Commentator: Bette Beck of Catalina. Publ: Virginia Dickson at Catalina, LA. 4-8017. CATALINA, INC. (358 FIFTH AVENUE) ST. REGIS HOTEL ROOF

Wednesday Sept. 21 12:30 P.M. Luncheon "FASHIONS WITH LEATHER" AT LUNCHEON SHOW Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Leather Industries' Publ: Billie Gould, MU. 6-7956. Pierre Fashion Dir: Nola Luxford, TE. 8-8000. SAKS FIFTH AVENUE; LEATHER IND. OF AMER. HOTEL PIERRE COTILLION ROOM

Wednesday Sept. 21 4:00 P.M. Cocktails PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100. CALTEX OF CALIFORNIA 417 FIFTH AVENUE SHOWROOM - 6TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	MAXIMILIAN	20 WEST 57TH STREET SALON
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion Show of the Month"--fashions by Pauline Trigere in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 2:30 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION Gunther Jaeckel will preview Irene of California's Fall & Winter collection. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Preview of Flexee's Cruise and Summer swimsuits. Showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS Cole of California's 1956 collection of beach fashions for misses, juniors and children. Showing at 9:30 A.M. By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 29- Oct. 8	HOME FASHION TIME Contact: Nat'l Home Fashions League, 141 E. 44th St., MU. 7-8122.		
Beginning Monday Oct. 3	RESORT-SPRING OPENINGS CASUAL WEAR LINES Member firms of the Creators of American Fashions include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	CREATORS OF AMERICAN FASHIONS, INC. KANE-WEILL ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC.	INDIVIDUAL MEMBERS' SHOWROOMS
Wednesday Oct. 5 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW Else Fritz will present American and European designer fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Altman will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only. Publ: Jan Lovett at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday Nov. 1- Nov. 8	SIXTY-SEVENTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Beginning Monday Nov. 7	OPENING OF SPRING DRESS COLLECTIONS The following members of the FOGA will open their Spring collections: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. BEN REIG, INC. RUDOLF GOWNS	MANUFACTURERS' SHOWROOMS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Monday Nov. 14	OPENING: METROPOLITAN OPERA'S 71ST SEASON Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Nov. 24	THANKSGIVING DAY (Thursday).		



MOVIES...MUSIC...THEATRE...OPERA...BALLET

Friday August 5	<p>PREMIERE: "THE COBWEB" (Movie) LOEW'S STATE, B'WAY &amp; 45TH ST.  MGM CinemaScope-Eastman Color production from the novel by William Gibson,  starring Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame,  Lillian Gish. Director: Vincente Minnelli. Producer: John Houseman.  Costumes: Helen Rose. MGM Publicity: Herbert Crooker or Frances Lane,  JU. 2-2000.</p>
Friday August 5	<p>PREMIERE: "THE VIRGIN QUEEN" (Movie) ROXY THEATRE, 7TH AVE. &amp; 50TH ST.  Bette Davis, Richard Todd, Joan Collins, Jay Robinson, Herbert Marshall,  Dan O'Herlihy will star in 20th Century-Fox's CinemaScope-DeLuxe Color  production. Director: Henry Koster. Producer: Charles Brackett.  Costumes: Mary Wills. Publ.: Lowell Benedict, CO. 5-3320.</p>
Monday August 8	<p>PREMIERE: "I AM A CAMERA" (Movie) LITTLE CARNEGIE, 146 W. 57TH STREET  Julie Harris, Laurence Harvey, Shelley Winters star in John Van Druten's  play, released by Distributors Corp. of America (A Remus Production).  Director: Henry Cornelius. Costume supervisor: Julian Squire. Distributors  Corp. Publicity: Joseph Wolhandler at Rogers &amp; Cowan, PL. 9-6272.</p>
Wednesday August 17- Sept. 3	<p>OPENING: "THE SKIN OF OUR TEETH" ANTA THEATRE, 52ND ST. &amp; B'WAY  Helen Hayes, Mary Martin, George Abbott, Florence Reed will star in  Thornton Wilder's play. A Robert Whitehead production presented by the  American National Theatre and Academy. Featuring Don Murray, Heller  Halliday, Frank Silvera. Settings: Lester Polakov. Costumes: Helene  Pons. Lighting: Feder. Publicity: Barry Hyams, CO. 5-4784.</p>
Sunday Sept. 11- Oct. 16	<p>OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY &amp; 39TH  Sol Hurok will present the Sadler's Wells Ballet for a five week engage-  ment. Ballerinas: Margot Fonteyn, Beryl Grey, Violetta Elvin, Rowena  Jackson, Nadia Nerina, Svetlana Beriosova. Danseurs: Michael Somes,  Brian Shaw, Alexander Grant, Alexis Rassiné, John Feld, John Hart.  Publicity: Martin Feinstein, PL. 9-6000.</p>
Friday Sept. 30	<p>OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH ST.  Robert Ratnitz, in association with Lawrence Baker, will present the  Sally Benson play based on four F. Scott Fitzgerald short stories.  Featuring Lois Smith and Douglas Watson. Director: Marshall Jamison.  Publicity: Richard Maney, CI. 7-4646.</p>
Tuesday Sept. 27- Nov. 26	<p>OPENING: D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 W. 44TH ST.  The D'Oyly Carte Opera Company will present 8 Gilbert &amp; Sullivan operettas;  Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe,  Yeomen of the Guards, Ruddigore, Princess Ida. Publicity: Gerald Goode,  VA. 6-2958.</p>
Wednesday October 5	<p>OPENING: "DIARY OF ANNE FRANK" CORT THEATRE, 138 WEST 48TH ST.  Kermit Bloomgarden will present Albert and Frances Hackett adaptation of  Anne Frank's book about a Jewish girl in Holland during the Nazi invasion.  Starring: Joseph Schildkraut, Susan Strasberg, with Gusti Huber, Eva  Rubinstein. Director: Garson Kanin. Publ.: James Proctor, VA. 6-5084.</p>
Wednesday October 12	<p>OPENING: "WILL SUCCESS SPOIL ROCK HUNTER?" BELASCO THEA., 114 W. 44TH ST.  Jule Styne will present George Axelrod's new comedy with Orson Bean,  Henry Morgan, Jayne Mansfield, Walter Matthau. Dir.: Mr. Axelrod. Costumes  and settings; Oliver Smith. Publ.: John Toohey, CH. 4-5452.</p>